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MARKETING ACTIVITIES FARM WOMEN AND GIRLS

Excerpts from 1925 Annual Reports of State and County Extension Agents

Compiled by M. C. Wilson

UNITED STATES DEPARTMENT OF AGRICULTURE
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Cooperative Extension Work in Agriculture and Home Economics
United States Department of Agriculture and
State Agricultural Colleges Cooperating

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of State and County Extension Agents

Alabama

The home-marketing work done in Alabama in 1925, as reported by home demonstration agents, is as follows:

Curb markets	3
People selling on curb markets	1,281
Value of products sold at markets	$60,517
Profit on products sold at markets	$38,534
Homes standardizing and grading products for market:	
(a) Poultry and poultry products	246
(b) Canning	98
(c) Dairy products	161
(d) Fruits and vegetables	721

Guided by attempts made to establish curb markets in small towns in other States we have decided that no town with a population under 10,000 should attempt to have a curb market. Therefore, in district No. 2 our efforts in this work will center around Gadsden, Tuscaloosa, and Anniston.

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*No attempt is made to cite all references to marketing activities by farm women and girls in this circular. Only selected extracts showing typical methods employed and results obtained in a number of States are included. Owing to differences in terminology used in various States and to other local conditions, the information contained herein should be reviewed by the State subject-matter specialist concerned before incorporating any part of it in the extension program for the State.

Gadsden and Tuscaloosa have had curb markets for two years. The home demonstration agents have been at these markets every day and have given help and instruction to those selling products.

The success of these markets is the result of the continual cooperation of all persons concerned. Members of farm bureaus, of home demonstration clubs, of federated women's clubs in the cities, and of the chambers of commerce have all cooperated with the county agricultural and home demonstration agents in this project. - Agnes E. Harris, Home Demonstration Leader, Alabama Polytechnic Institute, Auburn.

In Alabama a few agents have specialized in the project, standardization with a view to marketing, and some products have been standardized.

Mrs. Jones, of Macon County, has worked to raise the standard of fig and pear preserves; Mrs. Riley also of Macon County, has, in addition to pear and fig preserves, standardized orange marmalade and conserve; and Mrs. H. G. Davis has standardized a variety of products. At the fairs Mrs. Davis had an exhibit of pear, fig, and watermelon-rind preserves, Brunswick stew, and peach and pear pickles. She sold $500 worth of her products.

For several years Mrs. Witherington, of Conecuh County, has put up fig preserves for market, and up to this time has sold $174 worth. When she first began to market her products she conceived the idea of paying for her subscriptions to magazines with fig preserves. Mrs. Witherington had a permanent exhibit in her roadside country store which has advertised her preserves extensively, and each year her orders increase. The quality of her products, size of containers, and attractiveness of packs are superior to any I have seen.

As most of these people are just beginning and have not established a market for their products, this project has been quite a problem. In order to get our work before the public and to let them know what we have to sell, I have met with several organizations and explained the work to them and showed them samples of our products. So far it has been an individual problem, but soon we hope to organize these women and make the project a State one.

At the State fairs held in Montgomery and Birmingham, we had an income-earning booth in which food-preservation products, baskets, hand-made bed spreads, rugs, and dolls were exhibited for sale. At these fairs $100 worth of preserved products were sold, and since that time we have received orders amounting to $60 from people who saw the exhibit. These exhibits sold themselves, as all we need to do is to show our products in order to sell them.- Pearl Jones, Food Preservation Specialist, Alabama Polytechnic Institute, Auburn.

Florida

It is one thing to establish a market and another to keep it going. Difficulties are always arising and have to be corrected. No new markets have been established this year, but the two already established have become institutions. These markets are both located at De Land and comprise a cooperative egg market, and a market for all kinds of products.

The cooperative egg market has done $8,597.50 worth of business during the year.

The market for all kinds of products is conducted by a marketing committee of the De Land club. They have formed a marketing organization, limited to members of the home demonstration clubs, and for which they charge a membership fee. This committee employs one of the members as manager and pays her the 10 per cent commission which they have assessed themselves. The present manager has been in charge for more than a year. The receipts for the past year were $3,869.23. This figure does not represent nearly all that this market means to the members, however, for orders are taken during the two days the market is open and are filled on other days.

Mrs. J. J. Caddy, who keeps accurate account of her sales, did $1,070.36 worth of business from April 1, 1924 to April 1, 1925. Since that time she has done $723.48 worth of marketing and was away on a vacation trip two months during the year.

The exchange members celebrated their first anniversary by conducting a special market featuring Easter novelties, such as rabbits, colored eggs, baby chicks, and flowers, especially Easter lilies. - Orpha Cole, Home Demonstration Agent, De Land, Volusia County.

Georgia

Early in the spring a booth for the women and girls of the county was established at the municipal market in Atlanta. This booth is supervised by the home demonstration agent. A 10 per cent commission is charged for everything sold, half of which is given for rent of the space and the other 5 per cent goes to pay some one to attend the booth and do the selling.

Any farm or home product which is of a good standard may be brought to this booth by members of the clubs. We have also handled club products from a few other counties.

Although the drought almost completely ruined the club gardens this year a few of the girls were energetic enough to water their plants and succeed, regardless.

A first-year club girl, Melanie Katarba, 14 years old, planted a twentieth acre garden and sold 540 pounds of tomatoes, 286 pounds of collards, and 52 pounds of turnips, and made a profit of $83.18.

Lena Pearl Wallace, whose club garden was a failure, canned and preserved products from the home orchard and sold them at the curb market in Atlanta. In this way Lena made a profit of $45.

Two other girls Ruby and Emma Nance, had gardens near a creek where they could water them daily. They gathered 2,500 pounds of tomatoes and sold them at a profit of $194.10. - Lucy Wood, Home Demonstration Agent, Atlanta, Fulton County.

Illinois

A splendid piece of home marketing has been carried on through the efforts of the county thrift exchange chairman. This project has been running since September, 1923. It is interesting to note the development from a try-out project to a well-regulated business. This year the only help asked for from the extension office was to sit in a conference when policies were to be changed.

Through the thrift exchange at least four contributors have worked up an outside trade which is highly profitable, and two former contributors now have booths of their own. The present plan is to have a general county chairman, a county bookkeeper, and different units to take charge over a period of weeks. This was tried once before but it was not a success. Now the units are anxious to serve. Not more than 15 cents is taken from the contributors' check weekly to meet the running expenses of the booth, and each contributor gives 10 per cent of her check to the exchange, which amount, after the booth rent is paid, is turned over to the home-bureau treasurer.

The following report from the thrift exchange chairman gives interesting data for 40 weeks:

Total receipts	$2,127.76
Total amount checks	1,879.17
Balance	248.53

Disbursements:

Booth rent	$ 80.00
Paid into county treasurer	109.56
Expenses for booth	18.00
Total disbursements	208.73
Balance on hand	49.97

This year the exchange has had 35 contributors and has earned $150.53 for the county. One contributor baked 350 loaves of bread, and made 2 gallons of cheese and 1 gallon of salad each week, from which she received $471.11. One contributor baked from 14 to 25 loaves of brown bread each week; another made $310 from 250 cakes which she baked; and another baked 96 cinnamon rolls.

Our smallest receipts for any day were $15.58 on January 3, 1925, and our largest receipts for any day were $81.77 on April 4, 1925. This report takes the exchange to September 19, 1925.

All the work is done by volunteers without personal financial gain.--Neva Woods, Home Demonstration Agent, Decatur, Macon County.

Maryland

A somewhat new feature of extension work was the organizing of a farmer's wife exchange on January 31, 1925. This project was conceived by the agent and was discussed at women's clubs, granges, group meetings, and farm-bureau locals. After several preliminary meetings the exchange was started and our first sale was held on January 31. On account of not having a convenient place to hold sales and not knowing just how the plan would work, it was decided to hold a sale each Saturday for two weeks in an automobile showroom and to try to establish a trade which would follow us no matter where we located. The agent persuaded the Eastern Shore Auto Co., to let us hold sales in their showroom until we could establish a trade.

The plan of organization was to put on sale cooked foods of all kinds and of a high standard and quality. Each member of the exchange pays a fee of 2 per cent of her proceeds and this is to be used for rental and maintenance of a permanent place. To May 9 the exchange has done a business of approximately $700.

Very elaborate plans were worked out by the agent in trying to make this exchange a business which would pay the farmer's wife a fair profit for her produce and to give to consumers standard products and enable them to get fresh vegetables any time during the year. - Olive K. Walls, Home Demonstration Agent, Easton, Talbot County.

Massachusetts

An outstanding piece of work has been that carried on with a group of producers in one county. This group of farm women is interested in increasing the family income by selling canned or manufactured products. It includes about 50 people, 4 of whom are juniors. They each produce the commodity they do best, taking into consideration availability of raw material and ability to produce high quality.

Their products are assembled at a central distributing center and orders filled without regard to personalities. If one member has not supplied a sufficient amount of some product to fill a given order the same product from another member may be used. This is a result of standardization of practice as taught by extension schools. The specialist has devoted his effort with this group to just that phase of teaching and it has borne results.

The group also has held three "sales" which were widely advertised and productive of much turnover of goods and many customers for another year. The total gross business will approximate $2,200 for this group. Not much in this day of millions but an ample indication of possibilities. - William R. Cole, Specialist in Horticulture Manufactures, Massachusetts Agricultural College, Amherst.

There are three women's exchanges operating in the State. The most active women's exchange is operated by the New England branch of the women's farm and garden association. The initial effort was a Christmas sale. This was successful and a shop was opened at 39 Newbury Street, Boston, where three paid workers, besides voluntary help, are kept busy selling the food, needlework, and other products made by farm women. The managers inspect the quality of products offered for sale and give advice as to what products can be made to good commercial advantage. In addition to the actual sales through the shop, it has been found that consignors have been able from such initial efforts to build up a private direct sale to customers.

The Hampden County women's exchange is operated in Springfield at 33 Harrison Avenue on somewhat similar plans. This exchange was promoted by the Hampden County improvement league in cooperation with the federation of women's clubs of Springfield. It maintains a shop and lunch room. The aim is to make the effort self-supporting and educational.

The Berkshire County women's exchange operates on more modest lines. It conducts sales but maintains no established shop. Its business is small, but growing. - Robert J. McFall, Marketing Specialist, Massachusetts Agricultural College, Amherst.

The women's marketing committee of Berkshire County has changed its name to the women's marketing association of Berkshire County and by so doing has changed the character of the work to some extent.

As the business increased so also the responsibility placed upon one or two of the committee, until it was feared that the future of the enterprise depended upon how long such persons were willing to bear the burden. Therefore, a county-wide meeting of the executive committee and the consignors was called early in May. This resulted in the above noted change and was followed by a constitution and by-laws being drawn up.

Leaders and specialists from the Massachusetts agricultural college assisted with the meeting taking up in detail the responsibility of the executive committee to the consignors and particularly the responsibility of consignors to the executive committee and to the buying public. Outstanding errors of last year's work were reviewed and corrective suggestions given. Standards of perfection in packing and weight were dealt with and examples shown to fix the point.

The following are the by-laws and constitution of the women's marketing association:

Section 1. Name:

The name of this organization shall be the Berkshire County women's marketing association.

Section 2. Purpose:

The purpose of this organization shall be to make home life in the country more attractive by enabling the women on the farms to add to the family income by the sale of their handiwork.

Section 3. Of whom composed:

(a) Executive committee.
(b) Advisory committee.
(c) Consignors.
(d) County home demonstration agent.
(e) State food-preservation specialist.

Section 4. Officers:

(a) Chairman.
(b) Vice-chairman.
(c) Secretary-treasurer.

The officers shall be elected annually at the fall meeting.

Section 5. Executive committee:

The executive committee shall consist of the above-named officers and four consignors. The home demonstration agent shall be a member of the executive committee.

Section 6. Elections:

Elections shall be by nomination by a committee appointed by the chairman and then by ballot. The county home demonstration agent shall be an ex officio member of the nominating committee.

Section 7. Advisory committee:

The advisory committee represents the consumer and is made up of seven members appointed by the chairman. The number of members may be changed by vote of the executive committee.

Section 8. Duties of officers and committee:

(a) The chairman shall preside at meetings and direct the work of the executive and advisory committees.

(b) The vice-chairman shall act for the chairman when necessary.

(c) The secretary-treasurer shall be responsible for the supply of containers and collect and remit money due consignors. The secretary may employ such assistance as is approved by a majority of the executive committee.

(d) The executive committee shall act as a steering committee for the consignors.

(e) The advisory committee shall act as an advertising committee and assist in discovering new customers.

Section 9. Duties of consignors:

The consignors shall produce commodities in accordance with the regulations of the executive committee. They shall use only accepted recipes and their products shall be passed on by the executive committee. They shall assist the executive committee in every way possible. Consignors shall pay an annual fee of $1.

Section 10. Meetings:

The association shall meet regularly on the third Thursday of November and on the third Thursday of April. Officers shall be elected at the November meeting. Special meetings shall be called by vote of the executive committee.

Section 11. Vacancies:

Committee vacancies will be filled by the chairman.

Section 12. Quorum:

A quorum shall consist of three members.

Section 13. Amendments:

This constitution may be amended at any meeting by a majority vote of those present.

When the 1924 annual report was sent in, complete returns from the marketing association had not been received. The following is a brief report by the president, given at the annual extension meeting in January, 1925.

"The women's marketing committee of Berkshire County has just completed its fourth year. This committee serves as the connecting link between the women on the farms who have canned fruit, vegetables, jams, jellies, and pickles for sale and the women in the cities who need and want these very things.

In the beginning of the enterprise sales were held in the fall at some of the leading Berkshire hotels, but this did not prove an effective way to get permanent customers. So this year a new method was tried, which has proved satisfactory. In June a circular letter was sent out to 500 possible buyers, with a printed folder of information and a price list. This brought an excellent response and as a result orders have been sent to New York, Boston, Worcester, and many other places. Besides these mail orders, our products have been on sale on commission at a Stockbridge tea room and were also sold at the Ascension Farm school fair held in Stockbridge in August. A special sale was held in October in Pittsfield with Mrs. Charles Wilson and was most successful.

The number of consignors connected with this enterprise in 1924 was 25. Of these two are in New York State at Canaan and Cherry Plain. The rest are located in 11 Berkshire County communities. No person may consign without first submitting sample to a standards committee and agreeing that future consignments will grade up to the approved sample.

The total sales for 1924 were 538 packages of canned fruits and vegetables, 1,532 glasses of jelly and 209 packages of pickles.

The total sales for the past year amounted to $1,037.51 which was a little over three times the total of the preceding year. The largest check to one person was $263.09.

During 1925 an effort will be made to interest a greater number in consigning their surplus products, as in 1924 more orders were received than could be filled."

During 1925 the consignors to the marketing association have conscientiously attended the series of three food preservation meetings conducted by the food preservation specialist from Massachusetts Agricultural College and in consequence there is a very marked improvement in the products they have consigned.

Orders received to date total approximately $1,500. The sale at the home of one of the advisory council members netted $240. Two sales are planned for November and December, and it is hoped these will dispose of all stock consigned and double the amount of last year's sales.

The number of consignors has more than doubled during the year being now 54. Several are using the association as a means of raising money to put their children through college. Others are contributing to the support of their families.

One consignor who is rather new in the art of canning sent an exhibit of canned fruits, jams, jellies, conserves, and fruit sirup to the New England fruit show in Boston and was awarded fourth prize. - Miriam J. Cox, Home Demonstration Agent, Pittsfield, Berkshire County.

On October 7 the Hampden County women's exchange completed its third year with a better business record than in former years. However, it has had a difficult year in many ways. Even better business proved to the committee that not for some years could the exchange be self-supporting from business alone. Therefore, a finance committee was formed and several card parties were held to help finance the exchange; a special committee was formed to conduct a sandwich booth at the Eastern States Exposition; and the Hampden County Improvement League appropriated $500.

This exchange has four paid workers - bookkeeper, manager, cook, and waitress, and many volunteer helpers. Committee members assist with stock problems, standards for consignments, procuring new consignments, and in furnishing samples and ideas to consignors with unsalable products.

There are 140 consignors, 126 of whom are in Massachusetts, 14 in 8 other States, 114 from Hampden County, and 85 from the city of Springfield. The food department has been most successful. The present manager has been trying to develop the needle work department. The education of consignors to materials, colors, and designs that are salable has been a great problem. However, progress has been made especially with children's clothes.

The exchange voted to continue as a project of the Hampden County Improvement League with a possible $500 appropriation for the year and the committee raising the balance needed over amounts received from trading. The lunch department business has been increasing and helps out financially, as a means of bringing customers to other departments, and as a market for some consignors articles. - Lillian M. Stuart, Springfield, Hampden County.

Mississippi

A special effort has been made throughout the State to develop projects whereby club women and girls will be enabled to make money for the home by marketing home products. Marketing principles have been applied to the following activities: Food preservation, poultry, dairying, and household arts.

In food preservation the following products have been emphasized: Fig preserves, tomatoes, chili sauce, soup mixtures, and meats. Strong emphasis has been placed upon the standardization of these products, as we can not commercialize these products until they are up to standard.

Special work in the preservation of figs was begun in 1921 in some of the southern counties where they were abundant. This work is carried on through fig preserve clubs. These clubs were only organized in counties where there were enough figs to make it worth while. Membership was not restricted to canning club members, but any woman or girl who agreed to follow instructions explicitly and work under the supervision of a county home demonstration agent could be admitted.

From this one commodity much money has been realized this year. Lincoln County filled an order from the Illinois Central Railroad running into hundreds of dollars. One of the special features of the "Know Mississippi Better Train" that toured the Middle West, was fig preserves. They were served at almost every stop.

Exhibits of basketry, canned goods, rag rugs, feather fans, and homemade dolls have proved a valuable means of publicity and advertising, as well as to demonstrate the requirements necessary for standards. Several exhibits of this nature have been held during this year, one going on the "Know Mississippi Better Train."

Perhaps the most remunerative products of the home demonstration work havs been the pine needle baskets of south Mississippi and the wild honeysuckle basketry of north Mississippi. Many women and girls have been able to earn good sums of money from this line of work.

Many of the above mentioned commodities have been sold through club markets organized in the local towns by the home demonstration agents. These markets have been organized in Lowndes, Quitman, Hancock, and Sharkey Counties and regular sales days are held. In Sharkey County the club market was opened in Rolling Fork, a town of 1,200 people, and in 15 market days $323.48 worth of products were sold.

During the year 1925 the club market of Quitman County put into the pockets of the women $1,589.42. On this market one woman sold $35.45 worth of turnip greens in one month. This market has grown to such an extent that the town gave the money to erect a small building. These results were brought about by the home demonstration agents. R. S. Wilson, Extension Director, Mississippi Agricultural and Mechanical College, A. & M. College.

The club market, which was started in 1924, continued through the year without a break. The officers have taken complete control and do their own financing. Something like $2,500 has been taken in. A specially built place was included for the market when the new arrangement for a community center was planned and early in December the ladies plan to hold a big bazaar in connection with the regular club market and they hope to realize a sum of money from this venture. Directly and indirectly this market has been a splendid thing for both rural and urban women. It has placed them on a better understanding with each other and numbers of sales have been made indirectly of which no record is made. Then too, the club women have specialized in various lines of commercialism, the proceeds of which have not been handled in the market, for instance:

Mrs. N. B. Wood makes and sells "Peter Rabbit Dolls." She has sold several hundred at 50 cents each.

Mrs. S. T. Sparks makes and sells feather fans of all kinds of feathers, prices from $1.50 to $10.

Mrs. W. W. Bush specializes in soup mixtures and has just supplied one customer with a $15 order. - Anna Ware Douglas, Home Demonstration Agent, Columbus, Lowndes County.

In January, 1925, the club market was organized by the county council. Only bona-fide home demonstration club members were allowed to market their products. Each Saturday morning the club members bring in their surplus produce and sell it at the club market which is held in the courthouse square, or in the board room, if the weather does not permit an outdoor market. The proceeds of the sales from the club markets held during the 10 months amounted to $1,022.18. One of the most important features of this market is that it gives the country woman an opportunity to dispose of her products; it gives the town woman an opportunity to buy country produce at a standard price; and it brings the town woman in closer contact with the country woman and fosters a spirit of cooperation.

On this market we have sold poultry products, dairy products, vegetables, fruits, nuts, meats, cakes, pies, candies, and canned goods of all descriptions. The largest sale for any one Saturday was $81.65, an average of $22.74 per week. This market was organized in spite of opposition. The members of the county council determined to show that if other counties could "put over" a club market, Sharkey County could do as much, if we do have only a small town.- Viola Philips, Home Demonstration Agent, Rolling Fork, Sharkey County.

North Carolina

This year the marketing in Anson County has been conducted under four different methods, as follows:

(1) The curb market.
(2) Local shipment by parcel post.
(3) County-wide, cooperative shipments of produce.
(4) Car-lot shipment of live poultry.

The curb market is held at the county seat in the basement of the courthouse. This is a cool place in summer and is heated in winter, but is entirely too small as the market develops. The curb market is conducted cooperatively by the farm and home agents and is open to any farmer's family in the county. As yet we have had no trouble with truckers, as they are necessarily forced to sell every day during the week.

Above everything else we encourage the bringing of good quality produce. We try to keep the producers lined up so that we have a continuous supply, rather than a spasmodic over or under supply of produce. The town housewives depend on the market more and more and have been loyal in every respect to its management.

The curb market has been one of the best means we could have used in teaching the making of better butter, of grading vegetables and fruits, of producing a better grade and a better-cared-for breed of poultry. It has been a wonderful asset in the sale of poultry, especially friers, and the very fact that the friers brought to the curb market are stall-fed, tender, and fat, has resulted in holding up the price all during the year, whereas in former years the price went to the bottom in June, July, and August. Our average sale of friers has been from 75 to 100 each Saturday. We have arrangements with a firm in Raleigh to take from one to two crates in case we have too many for local trade. During the winter months we have the same arrangements with a cafeteria for the dressed hens in case of an over supply.

From a social standpoint, both the town and country people thoroughly enjoy the curb market. We always make it a point to introduce the new producers each time and make them feel welcome and at home. We also endeavor to give each producer the same chance for sales, provided the quality is good, and in this way each one feels that she has a "square deal." We are proud of the spirit of our market. So far we have had no feeling of jealousy or complaint shown, and an air of happiness and comradeship always prevails.

Mrs. J. T. Williams, who brought a cake occasionally in the beginning, has so developed a trade that she sells from 7 to 10 four-pound cakes and from 10 to 15 dozen beaten biscuits each Saturday. In addition to this, she fills orders for cakes and biscuits all during the week for parties and has recently made fancy cakes for two weddings. One of the local druggists asked her this summer to make him three dozen cakes to sell with ice cream on Saturdays and they have become so popular that she often makes 300 per week. Her income from this enterprise averages from $75 to $100 per month and is the direct outgrowth of the curb market.

The sales from December 1, 1924 to November 1, 1925 have amounted to $5,238.20.

In our cooperative shipments of dressed poultry and turkeys we obtained orders from colleges and large hotels which were filled by farm families from every section of the county. A list of farmers and the number of fowls for sale was kept in the office and each week certain communities were notified to fill that week's orders. Special instruction was given in dressing the fowls and each person was required to bring them to Wadesboro for shipping. When a fowl was torn and scalded too much or in poor condition, we always required the party to take it back home.

This year we have formed a county-wide marketing organization, appointing two local leaders in each school district to assist us. The express agent was so well pleased with the volume of business passing through his hands that he asked for a statement of the whole amount when the season closed. Our largest shipping day included 13 barrels, our average per week was 3 barrels, our largest check was for $713, and our average per week was $300.

Our cooperative sales, beginning November 23, and closing April 1, amounted to $6,501.40. The number of families taking part in these sales were 144. In addition to this, three consolidated schools and five church societies had "hen parties" for the purpose of adding some equipment to their buildings or for some other worthy cause. The form of cooperative marketing has put the home agent in touch with many families that could not be reached otherwise, and has established a real business relationship between the banks, the home demonstration work, and the people.

After a woman becomes well trained we give her the privilege of shipping her produce to individual families from her home by parcel post with only occasional supervision by the home agent. We now have 15 women who ship butter, eggs, canned goods, and dressed fowls in this way. Their names are sent to our customers who correspond directly with them. They enjoy the personal letters and many of them have had the same customers for three years. Whenever we can take them to Raleigh we go for a short personal visit to these city customers and talk things over face to face. We never turn a private customer over to a local woman until after she has taken part in cooperative shipments, or had some experience at the curb market. - Mrs. R. A. Redfearn, Home Demonstration Agent, Wadesboro, Anson County.

The curb market has been operated again this year. Though still an outdoor market a few producers and a few customers met every Saturday morning when weather permitted at all during the winter months. Thus it has been a year-round market for the first time since it began in 1922. There were not so many producers selling on the market, nor were the sales for the months, when records were kept, quite as much as last year. However, the curb market is an established institution and fills a much needed want for the farm woman who brings the surplus from her dairy, garden, orchard, and poultry yard, and for the city housewife who goes regularly to market. Some producers are on market practically every market day, and some customers are just as prompt.

The following is a report of the market for five months:

Month	Sales days per month	Number producers reporting sales	Amount sales reported
June	12	177	$904.83
July	13	336	1,229.72
August	13	265	1,087.72
September	12	156	818.39
October	6	46	306.85
Total	56	980	$4,347.11

The records show that 212 different producers sold on the market during these months.

The following report of Mrs. C. C. Harris, of Stedman, from November 1, 1924 to November 1, 1925, is interesting:

Sold on curb market:
Vegetables and fruits $364.86
Poultry and eggs..... 159.67

The market is not a home demonstration market, but any farmer or farm woman, white or negro, in the county may sell there. Prices are posted on a bulletin board and for the most part our people have adhered to these prices. A fee of approximately 1 per cent on sales takes care of the advertising and pays one of the club women a small sum for keeping records of sales those mornings the home agent has to be working elsewhere.

A carlot shipment of live poultry was made from this county this year for the first time. Both the farm and home agent cooperated with the State division of markets in this undertaking. This shipment did more to make the average farmer of this county realize the possibilities of the farm flock as a source of income for the farm than anything ever done for poultry work in the county.

Two hundred seventy-four farmers sold 16,423 pounds of poultry for $3,847.34, an estimated saving of $904.13 over local market prices. Checks paid to individuals ranged from $.66 to $195.66 - Elizabeth Gainey, Home Demonstration Agent, Fayettsville, Cumberland County.

In April, 1923, a produce market was organized in Rocky Mount by the home demonstration clubs and the county council. The Edgecombe County agent assisted in this project as Edgecombe County producers sell on this market as well as Nash County producers and producers from other adjoining counties.

The cooperative tobacco association gave the use of their warehouse for this market and have otherwise assisted in every possible way. Most markets of this kind have enjoyed a prosperous season and then gone backward, but this market seems to grow in popularity. A fee of 5 cents to 20 cents per sales day is paid for the privilege of selling.

The following gives a summary of the year's sales:

Eggs	$1,700.96
Poultry	4,209.30
Vegetables	3,752.88
Cakes(by three women)	2,421.18
Fruit	868.65
Meat	717.51
Butter	634.42
Flowers	356.68
Canned goods	91.74
Squabs (by one woman)	71.45
Turkeys	82.50
Dressing	124.30
Honey	59.15
Nuts	23.71

This market has been opened 31 months and has averaged $1,042.11 each month. The sales for 1925 amounted to $15,633.49. These figures do not include any marketing by parcel post, shipping of poultry, nor outside deliveries. Several of our producers sell and deliver to merchants. The market is open only two hours each week, except for the three summer months when it is open four hours each week.

The market is always supervised by the home demonstration agent and has been visited by the State agents and numerous county agents. The club women selling on the market say it is their one recreation for the week, and the town women and the country women thoroughly enjoy each other. - Mrs. E.V. Gordan, Home Demonstration Agent, Nashville, Nash County.

Oklahoma

An outstanding activity that the farm women of Comanche County have been successful in promoting is the farm women's market.

The market was opened on March 1, 1925 with a window space furnished free of charge through the courtesy of the Gilky Duff Hardware Co., but the market soon outgrew these headquarters and in April was moved to the Tague, Lucas Felt Hardware Co., where large windows and sufficient table space was provided free.

The market is open only on Saturdays. When the market was first opened different women volunteered to take charge each Saturday, but after a few weeks they found this unsatisfactory and Mrs. Kelley Johnstone was selected by the advisory board to be manager. Ten per cent of all sales is given to the management, 5 per cent being used for equipment and the other 5 per cent to compensate the manager.

Since Mrs. Johnstone has been in charge the sales have increased and the market is advertised extensively. She is very much interested in making the market a success and does not devote just Saturdays to the work but takes orders during the week, and arranges to get them filled to be delivered on Saturday or for special occasions.

The products brought in for sale vary a great deal. In the spring fresh garden products of almost any kind can be purchased, but the most popular demands are for cakes, cottage cheese, dressed chickens, butter and eggs. From 12 to 18 cakes, 10 gallons of cheese, 12 to 18 dressed chickens, 24 pounds of butter, and from 15 dozen to 2 crates of eggs are sold each Saturday. This also opens up a market for all kinds of canned fruits and

vegetables, pickles and relishes, pies, breads, rolls, cookies, candy, salad dressing, whipped and plain cream, buttermilk, salads of all kinds, mince meat, baked beans, soup mixtures, noodles, and so forth.

Farm women in organized clubs from all over the county can sell through the market and some women come 25 miles with their products. The largest undertaking which the manager has attempted and put over successfully was filling an order of 2,946 pounds of turkey for the Thanksgiving dinner of the soldiers at Fort Sill. Mrs. Johnstone notified the farm women as they came to market and through meetings that she wanted a certain number of turkeys and gave definite instructions for dressing same. When these turkeys were delivered only one was turned down by the Government inspector.

We plan to keep this market growing and a bazaar will be added for the month of December. Financially the market has proved a success as the sales have increased from $35 for the first week it was conducted to over $100 on the last Saturday.- Mrs. L. H. Breckner, Home Demonstration Agent, Lawton, Comanche County.

My 17 community clubs have perfected a Garfield County federation of women's clubs, and through this medium we have a thriving market each Saturday. This market is known as the farm women's city market. Their first day, the first Saturday in September, some canned goods, a few pies, cakes, and salads, 9 loaves of bread, 2 dozen buns, 15 dozen eggs, 2 or 3 pounds of butter, 9 1/2 pints of cream, 7 frying chickens, 62 1/2 pounds of dressed poultry were brought into the rear of my office and totaled the sale of $57.14.

On the first market day six clubs sold products. On the second market day the sales amounted to more than $100, and every Saturday since has seen a gain in sales. At the present time 13 clubs and several individuals have booths. The county commissioners paid the bill for rearranging and throwing three large rooms into one, rescreening the windows and doors, and making things in general attractive. The women brought boards and improvised long tables which were covered with white oil cloth and around which was placed white muslin to obstruct the view of storage.

A board of directors, consisting of five active farm women, the mayor of Enid, and the secretary of the Enid Chamber of Commerce was elected. This board drew up by-laws and a constitution and elected a manager, a farm woman, for a period of six months. This manager is paid $2 per market day. The booth rentals take care of the manager's fee and other incidentals which might arise. Our sales now amount to $200 per market day.

This market affords the women an avenue through which they may commercialize their products that perhaps would not have a ready sale over a merchant's counter. On November 25 we reached our climax of these 10 sales days by having a pre-Thanksgiving sale through which we cleared about $400.- Mrs. Mary Ruff, Home Demonstration Agent, Enid, Garfield County.

Very successful curb markets have been operated in Bartlesville for several years, but the roadside markets seem to have replaced them permanently in this community. Those who do not sell on a large scale usually have no difficulty in finding good special customers to whom they may deliver their goods direct, or in some cases the customers are glad to drive out for fresh

supplies. A more unified effort on the part of the rural women to improve and standardize their products has been apparent this year.

The following is the compiled report of 20 women, most of whom used, canned, or stored the greater part of their produce in order to "live at home," but who had a small surplus to dispose of to help eke out the family income:

2,296	pounds of butter	$926.55
243	pounds of cheese	62.16
1,627	chickens	557.53
1,677	dozen eggs	835.85
80,315	pounds garden produce	1,657.00
1,737	quarts of milk	648.09
	Cream sold	631.48
	Total	$5,368.66

This would be an average of $268.43 a piece, which in many cases provides the year's clothing and other necessities for the wife and children.

Other women have made and sold rugs, colonial mats, canned goods, fancy aprons, homemade soap, and so forth, on a small scale. Women are vitally interested in providing for the well-being of their families and in being able to do something useful which will bring them a monetary consideration, and we are striving to assist in solving both problems to the mutual satisfaction of all concerned.- Iva M. Burch, Home Demonstration Agent, Bartlesville, Washington County.

South Carolina

Our club market has held up well in spite of the drought which made it hard to have things to sell. Mrs. George Flowers, who has been one of the leading women at the market since its beginning, writes the following account of her work:

"In the spring of 1922, when financial conditions were so bad and when the farmers were all so blue and depressed, I began to think of some way in which I could make some money to help out. I had a good garden and about 50 laying hens and was making a good bit of butter, so I thought of some way to sell my surplus products at a reasonable profit.

I had read of the club markets in the State, so I wrote to Mrs. Kline, of Winthrop College, asking her how to organize a market. Mrs. Kline wrote me that in a short time we were to have a home demonstration agent who would give me the desired information.

Soon after that Mrs. McInnes came to work as our agent, and on March 29, 1922, our market was ready for opening day. I went to market regularly every Wednesday and Saturday and through our agent learned how to handle all products and to make them more attractive to the customers. One thing I learned particularly and that was how to make good butter. I had several good customers and the demand grew more and more until we had to purchase more cows to supply the demand. During the remaining months of 1922 I averaged $50 per month. All the time I was learning more and more about my customers and what

they liked most and how to please them. In 1923 and 1924 I made an average of $75 per month. This year has not been so good on account of the continued dry weather, but we have been able to keep the market going.

All the while I have been greatly interested in the work and the market has been a big help to me in many ways. Besides buying most of the clothing and some of the groceries for our family of four, I have bought a cream separator, a refrigerator, a Ford car, and numerous other things needed on the farm. I have not missed a market day except on account of illness since the opening day in 1922."

Mrs. Watford, another producer, who came because her daughters were club members, writes as follows: "The club market has been a great advantage to me. I have been attending it about 2 1/2 years but only began keeping records last year. During that year I sold $350 worth of produce, and I think I shall sell as much this year. I sell vegetables, eggs, and poultry. With the money I have clothed my family of four and bought most of the groceries." - Mrs. Maude McInnes, Home Demonstration Agent, Darlington, Darlington County.

The club market proves satisfactory to all concerned for here the country woman is able to dispose of her surplus products with little trouble and at a good price, and the town housewife can purchase fresh, standardized products to a good advantage. The busiest place in town on Saturday mornings is around the market. Although a variety of produce is sold through the market, more and more the members are beginning to specialize in the one product in which they surpass their friends. The following example is given:

"For a number of years I have baked cakes for my neighbors and friends in order to supply myself with pin money. When our club market was organized by our home demonstration agent, I began to make cakes for the public. At first I kept no account of my sales but during 1923, I sold 1,462 pounds of cake which brought me $569.70 plus a commission on all sales going through the club market. On account of the market being open only once a week, all my cake was not sold there, nor was it all sold in my native town of York. A few of my cakes have gone as far as New Orleans and Washington, D. C. I was busy throughout the year 1924 and made splendid sales. At our county fair held in the fall I entered cakes and received prizes on practically all of them. After this my orders increased rapidly and continued through the holiday season. During one week in December I baked and sold 197 pounds of cake which brought me $74. During 1925 my cake trade has continued to grow; not only have my old customers demanded more cake of me, but new orders come to me each week. I was forced to discontinue my cake baking during the summer months, but to date, for 1925, I have sold 2,197 pounds which brought me $768.75." - Margaret B. Fewell, Home Demonstration Agent, Rock Hill, York County.

West Virginia

The home industries program for 1925 has focused at four points, namely: Clarksburg, Parkersburg, Elkins, and Braxton County.

Clarksburg: Under the guidance of a committee of women producers of eggs, butter, vegetables, and other farm products the Clarksburg shop has done a gross business of approximately $11,499.53. Of this amount $1,616.01 represents the gross sales of sewing and dry goods and $9,883.52 the gross sales of

perishable products and canned goods. From these figures it is evident that the market demand has been for food stuffs rather than sewing and other dry goods. This market demand has materially influenced the shop so that most of the sales have been for Harrison County women.

Through experience the women are learning to handle the problems of business and the prospects for 1926 are promising. The volume of business is not yet sufficiently large to carry adequate overhead so that this local business still requires some backing and support from the parent shop known as the Mountain State Industries Shop. The Clarksburg shop is located at 12 Arcade Building, Clarksburg, and is in charge of Miss Sarah Wilson.

Parkersburg: The Parkersburg shop has been handicapped by four changes in location during the year and two changes of active managers. But at the close of the season it seems to be in a satisfactory and permanent location and is under the efficient management of Miss Eleanor Bigelow. The somewhat discouraging situation during the year has naturally aggravated certain problems both from the viewpoint of the women selling through the market and the consumers. The market is not yet upon a self-supporting basis, but the situation is more optimistic with every prospect for 1926 not only increasing the volume of business materially but getting the whole machinery of business working much more smoothly. The local Wood County committee has general charge of the market under the supervision of the parent State shop, Mountain State Industries Shop.

Elkins: The Randolph County committee have from the first handled their sales with a minimum of expense - opening the shop only on market days. The business has steadily increased and gained in favor with the customers as well as the producers. The sales of the Elkins shop have been practically limited to butter, eggs, blackberry jam, and other food stuffs.

Braxton County: The Baltimore and Ohio railroad dining car service repeated in 1925 its order for blackberry jam in individual containers. Because of the shortage of blackberries some difficulty was experienced in filling the order this year but the home industries committee of the Braxton County farm women took over the contract and filled the order to the satisfaction of the railroad company. This order comprised 210 dozen jars for which they received $252. - Mary Moreland, Home Demonstration District Agent, College of Agriculture, West Virginia University, Morgantown.

The home industries market project has been successful and all producers are well satisfied with the results. They say that more money has been realized from their home products than ever before. Of course, some obstacles arise, but as yet none have been too large to overcome.

A manager is hired for $3 per day to run the market which is kept open only on Saturdays. Baked goods, canned goods, vegetables, fruit and flowers in season, cream, buttermilk, cottage cheese, Mountain State brand butter, dressed poultry, and baskets have been handled. No rent is charged for the building in which the market is held, which helps out wonderfully with the financial side of the venture.

At a producers' meeting, held a short time ago, all declared the market a success. It was decided to keep it open each Saturday all winter so that the patronage would not have to be solicited again at the reopening in the spring.

The treasurer of the home central committee is the treasurer of the market. She handles all receipts and issues checks every two weeks to the producers. A 10 per cent commission is charged. According to the treasurer's report $2,000 has been handled since the market was opened in June. We have had very little trouble in keeping the products up to standard. - Fern Carl, Home Demonstration Agent, Elkins, Randolph County.

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